

# Home Furnishings Calendar 1951

JANUARY

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## HOME FURNISHINGS CALENDAR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST <u>HF.</u> A Continental Breakfast will be held for the press to introduce M. Singer & Sons' new line - Modern by Singer - an entirely new approach to modern furniture - designed by a distinguished group of Italian and American architects and designers. Included are Gio Ponti, Carlo di Carli, Ico Parisi, Carlo Mollino and Bertha Schaefer, A.I.D., noted designer and colorist. A new modern showroom, designed by Richard Kelly, well-known lighting consultant, and Miss Schaefer, has been created to house this new group of some thirty-five cabinet and upholstered pieces. Press party by invitation only. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	36 EAST 19TH STREET
Thursday Nov. 1 3:00 P.M.	XMAS TOY PARTY <u>M.</u> Twenty little children from Williamsburgh Settlement House will see a preview of Christmas toys in the Gallatin Room. St. Nick will be there to hand out gifts and act as host. Contact: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Thursday Nov. 1 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> The new Dunbar showrooms designed by Edward J. Wormley will be shown to the press at a cocktail party on this date. By invitation only. Contact: Harold Siegel, PL. 3-3790.	DUNBAR FURN. CO.	305 EAST 63RD ST.
Thursday Nov. 1 6:00 P.M.- 10:00 P.M.	HALLOWE'EN PARTY <u>AP.</u> A Hallowe'en party with dancing, buffet supper, prizes, will be held. Guests are welcome. Tickets, \$1 each. Contact: Rita Otway, Publicity Club, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON
Thursday Nov. 1 Going on	BRITISH CASTLE FABRICS <u>HF.</u> A collection of British fabric reproductions, taken from 14 famous English and Scottish castles and mansions is now touring the United States for display in honor of the visit of Princess Elizabeth and the Duke of Edinburgh to this continent. All fabrics may be ordered through interior decorators and leading department stores. Retail prices range from \$25 to \$50 per yard. Publicity: Philip Schuyler, Ruth Maybank, LE. 2-7800, Ext. 210.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday Nov. 1 Going on	PERSONNEL AGENCY <u>B:HF.</u> This agency specializes in placing architects, designers, draftsmen as well as interior, furniture, fabric, product, industrial and packaging designers and personnel for the entire home furnishing, furniture and allied trades. Contact: Muriel Feder, JU. 6-5877.	ARCH. & DES. PERSONNEL	724 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 Just out	NEW COOKIE COOK BOOK  F. A new cookbook called "The Cookie Jar" by Josephine Perry gives recipes for making cookies - 117 American ones and 104 from foreign lands. Timely note are recipes for traditional Christmas cookies. Publicity: Nedda Casson, MU. 3-9379.	M. BARROWS & CO.	114 EAST 32ND ST.
Thursday Nov. 1 Just out	NEW CARPET  HF. A new typed textured all-wool looped and partially clipped carpet may now be ordered woven in any shape, size or color specified through interior decorators or leading department stores. It is called "Woodstock"; delivery in five to six weeks. Publicity: Philip Schuyler, Ruth Maybank, LE. 2-7800, Ext. 210.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday Nov. 1 Just out	NEW WALLPAPER PATTERN  HF. A new Johannes Schiffer wallpaper pattern showing a famous French Riviera landscape rendered in free, modern style is to be available. Monotone wash drawing technique in white on high-style colored grounds makes this design particularly appropriate for dining rooms or halls. Contact: Inez Croom, CY. 2-2483.	INEZ CROOM, INC.	3406 PARK AVENUE
Nov. 4- Nov. 11	G. NATIONAL FLOWER WEEK, SPONSOR: SOC. OF AM. FLORISTS & ORNAMENTAL HORTICULTURALISTS, 600 SOUTH MICHIGAN AVE., CHICAGO 5, ILLINOIS.		
Nov. 4- Dec. 2	HF. SIXTEENTH NATL. CERAMIC EXHIBITION, MUSEUM OF FINE ARTS, SYRACUSE, N.Y. CONTACT: ANNA W. OLSTEAD, 407 JAMES STREET, SYRACUSE 3, N. Y.		
<u>WEEK BEGINNING MONDAY, NOVEMBER 5, 1951</u>			
Monday Nov. 5 4:00 P.M.- 7:00 P.M.	TRADE COCKTAIL PARTY  HF. A cocktail party will be held for the trade to introduce M. Singer & Sons' new line - Modern by Singer - designed by a distinguished group of Italian and American architects and designers listed under date of Nov. 1 above. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	36 EAST 19TH STREET
Monday Nov. 5	NEW GLASSWARE LINE  HF. On this date and coincidental with the publication of the Nov. 5 issue of Life, Libbey Glass will start its promotion of the new Treasure Island glassware line and the Kentucky Tavern whiskey packaged in a matching decanter by Glenmore Distilleries. Publicity: Steve Hannagan, PL. 5-2900.	LIBBEY GLASS	TOLEDO, OHIO
Monday Nov. 5- Nov. 7	CRAFTS EXHIBIT  HF. An exhibit of handweaving, ceramics and silver, sponsored by the Portland Arts and Crafts Society will be held. Table settings featuring handmade linens, pottery and silver will be shown as well as a display tracing the development of Oregon flax fibre into yarn. Open daily 10 A.M. to 9 P.M. Contact: Grace Holm, Oregonian Hostess House, S. W. Broadway and Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	PORLAND 1, OREGON
Nov. 5- Nov. 8	HF. PHILADELPHIA ANTIQUES FAIR, BELLEVUE-STRATFORD, PHILADELPHIA, PA. CONTACT: C. B. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 5-	<u>HF.</u> COPLEY PLAZA ANTIQUES SHOW, COPLEY PLAZA HOTEL, BOSTON, MASS.		
Nov. 8	CONTACT: MRS. DOROTHY HAZEN, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Nov. 5-	<u>B.</u> ALL-INDUSTRY REFRIGERATION AND AIR CONDITIONING EXPOSITION, NAVY PIER		
Nov. 8	CHICAGO, ILL., CONTACT: GEORGE E. MILLS, 1346 CONN. AVE., WASHINGTON 6, D.C.		
Nov. 5-	<u>HF.</u> ST. JOSEPH HOME SHOW, ST. JOSEPH, MISSOURI.		
Nov. 8	CONTACT: BERNARD WITT, JR., 401 N. 4TH ST., ST. JOSEPH, MISSOURI.		
Monday	OPEN HOUSE	HOME FASHIONS LEAGUE	141 EAST 44TH ST.
Nov. 5-	<u>HF.</u> An "open house" for all members of the League will be held daily from		
Nov. 9	4 to 6 P.M. during the week of Nov. 5. Imported sherry by Sandeman will be served. Contact: Josephine Brush, MU. 7-8122.		
Nov. 5-	<u>M.</u> WOMEN'S INTERNATL. EXPOSITION OF ARTS & INDUSTRIES, 71ST. REG. ARMORY.		
Nov. 11	CONTACT: MRS. ADELE B. SCOTT, 480 LEXINGTON AVENUE, NEW YORK 17, N. Y.		
Monday	LIQUOR EXHIBIT	LICENSED BEVERAGE IND.	PARK AVE. & 34TH ST.
Nov. 5-	<u>F.</u> An exhibit graphically depicting the importance of the legally-con-		
Nov. 11	stituted liquor industry to the nation's welfare will be a feature of the Women's International Exposition of Arts and Industries in the 71st Regiment Armory. Contact: Helen Mary-Elizabeth McCarthy, MU. 2-4920.		
Tuesday	SEVENTH LECTURE	HOME FASHIONS LEAGUE	40 EAST 35TH ST.
Nov. 6-	<u>HF.</u> Subject of this lecture will be "Building - do Home Furnishings		
8:00 P.M.	Recognize New Trends?" Speaker will be Cy Williams of Cy Williams Fabricators and Frank Cavallon, of Alexander Smith & Sons. Tickets, \$2. Contact: Josephine Brush, MU. 7-8122.		
Tuesday	KATHI URBACH EXHIBIT	R. H. STEARNS	BOSTON, MASS.
Nov. 6-	<u>HF.</u> In connection with an exhibit of her decorative art work, artist-		
Nov. 7	designer Kathi Urbach will make a personal appearance at R. H. Stearns. Many special fabric-sculptured figurines, in color combinations to match selected dinnerware patterns, will be shown as well as several of her large fibre paintings and three-paneled sculptured screens. Publicity: Frances Carter Scott, OR. 5-3815.		
Thursday	PRESS PARTY	MEDAGLIA D'ORO COFFEE	WALDORF-ASTORIA
Nov. 8	<u>F.</u> A press party to introduce Medaglia D'Oro, a real demi-tasse coffee, will be held, by invitation only, in the Jade Room. Publicity: Marion B. Allen, 521 Fifth Avenue, MU. 2-8645.		
Thursday	<u>HF.</u> REGULAR MEETING, UPH. FURN. MFRS. ASSN, HOTEL McALPIN, NEW YORK, N.Y.		
Nov. 8	CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Nov. 8-	<u>M.</u> PRODUCTION CONFERENCE, A. M. A., PALMER HOUSE, CHICAGO, ILLINOIS.		
Nov. 9	CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK, N. Y.		
Friday	COCKTAIL PARTY	ADV. WOMEN OF N.Y., INC.	WALDORF-ASTORIA
Nov. 9	<u>AP.</u> The Fall cocktail party of this organization will be held in the Sert Room with music and a door prize. Open to members and their guests. Tickets, \$3.75 a person (including a cocktail). Contact: Mary K. Heeren, Chairman, 1233 Sixth Avenue, New York 19, N.Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 11	ARMISTICE DAY (Holiday on Monday, Nov. 12).		
Nov. 11-	HF. SOUTHWESTERN ANTIQUE SHOW, SCIENCE BLDG., DALLAS, TEXAS.		
Nov. 15	CONTACT: MRS. MARGARET TREMBLEY, 2706 FAIRMONT ST., DALLAS, TEXAS.		
Nov. 11-	HF. FRESNO NATIONAL HOME SHOW, FRESNO, CALIFORNIA.		
Nov. 18	CONTACT: JIM WILSON, MGR., 324 ANGLO BANK BLDG., FRESNO, CALIFORNIA.		
<u>WEEK BEGINNING MONDAY, NOVEMBER 12, 1951</u>			
Nov. 12-	HF. NATL. ASSN. OF BEDDING MFRS. TRADE SHOW, STEVENS HOTEL, CHICAGO, ILL.		
Nov. 15	CONTACT: W. H. GLEASON, ROOM 1647, MERCHANDISE MART, CHICAGO 54, ILL.		
Nov. 12-	F. NATIONAL BEVERAGE EXPOSITION, WASHINGTON, D. C.		
Nov. 15	CONTACT: JOHN J. RILEY, 1128 16TH STREET, N.W., WASHINGTON 6, D. C.		
Nov. 12-	HF. EASTERN STATES ANTIQUES FAIR, WHITE PLAINS, N.Y.		
Nov. 17	CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N.Y.		
Tuesday	PRESS PREVIEW	BRUNOVAN, INC.	383 MADISON AVENUE
Nov. 13	HF. An exhibition of antique 18th and early 19th century scenic wall-		
4:00 P.M.-	papers from the collection of Isabella Barclay, Inc., will be shown to		
7:00 P.M.	the press at a cocktail party. Contact: Harold Siegel, PL. 3-3790.		
Wednesday	MONTHLY LUNCHEON	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Nov. 14	HF. Speakers at the first fall luncheon will be William Pahlmann and		
12:15 P.M.	Madeleine Smith of Shulman Abrash who will discuss what is going on in		
	Europe from the point of view of home fashions. Tickets, \$4.25 to		
	members; \$4.50 to guests. Contact: Josephine Brush, MU. 7-8122.		
Thursday	PRESS BREAKFAST	EDWARD FIELDS	DELMONICO'S
Nov. 15	HF. A press breakfast will be held to introduce a new line of classic-		
9:15 A.M.	contemporary carpets designed especially for Edward Fields by Marion V.		
	Dorn. This is the first showing of carpets designed by Miss Dorn in		
	this country. The new line derives its motifs from the ancient Egyptians,		
	Greeks, Mayans and from such natural forms as marble, cloud or leaf		
	formations. A group of monogrammed rugs will also be introduced. The		
	new collection is today's expression of carpets to harmonize with both		
	contemporary and traditional furniture, fabrics and architecture.		
	Publicity: Carson-Ruff Associates, MU. 2-2055.		
Nov. 15-	M. INSURANCE CONFERENCE, A.M.A., DRAKE HOTEL, CHICAGO, ILLINOIS.		
Nov. 16	CONTACT: J. O. RICE, 330 WEST 42ND STREET, N.Y.C.		
Nov. 18-	AP. FOURTH ANNUAL MEETING, PUBLIC REL. SOC. OF AM., EDGEWATER BEACH		
Nov. 21	HOTEL, CHICAGO, ILLINOIS. CONTACT: ROBERT BLISS, PL. 9-8086.		
<u>ADVANCE DATES AND NOTICES</u>			
Nov. 22	THANKSGIVING DAY (Holiday).		
Nov. 23-	E. ANNUAL ELECTRICAL & HOME APPLIANCE SHOW, BALBOA PARK, SAN DIEGO, CAL.		
Nov. 28	CONTACT: J. CLARK CHAMBERLAIN, 523 ELECTRIC BLDG., SAN DIEGO, CALIF.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 25-	<u>B:HF.</u> OHIO HOME BLDRS. ASSN. CONVENTION & EXPOSITION, ALLERTON HOTEL,		
Nov. 27	CLEVELAND, O. CONTACT: A. H. FALACE, 5 E. LONG ST., COLUMBUS 15, OHIO.		
Wednesday	FALL PARTY	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Nov. 28	<u>HF.</u> A "Ten Gallon Hat" party with door prizes and chances to lasso some		
5:00 P.M.-	home fashions winners will be held in the Hendrik Hudson Room. Sub-		
7:30 P.M.	scriptions, \$4.75. Suggestions for gifts for both door prizes and		
	raffles may be made to Lillian Weiss, Jamian Advertising, Cocktail		
	Party Chairman, and to the following committee members: Jane Scriven,		
	Anderson & Cairns; Gertrude R. Dale, Geyer, Newell & Ganger; Marjorie		
	O'Brien, California Artificial Flower Co.; Jane Thomson, House & Garden;		
	Elizabeth Kingsbury, Bliss Display Corp. and Florence Phillips, Carl		
	Byoir Associates. Contact: Josephine Brush, MU. 7-8122.		
Nov. 28-	<u>HF.</u> DELEWARE ANTIQUE SHOW, WILMINGTON, DELAWARE.		
Nov. 30	CONTACT: MRS. J. STANIAR WILDRICK, HOTEL DUPONT, WILMINGTON, DELAWARE.		
Thursday			
Nov. 29	<u>HF.</u> SIXTH ANNUAL MEETING UPHOLSTERY & DRAPERY FABRIC MFRS. ASSN. WALDORF-		
	ASTORIA, N.Y.C., CONTACT: JAMES L. FRI, 500 FIFTH AVENUE, NEW YORK 18.		
Nov. 29-	<u>M.</u> FINANCE CONFERENCE, A.M.A., WALDORF-ASTORIA, NEW YORK, N. Y.		
Nov. 30	CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK, N. Y.		
Dec. 3-	<u>HF.</u> HERSHY ANTIQUES EXPOSITION, HERSHY, PENNSYLVANIA.		
Dec. 5	CONTACT: MRS. MABEL I. RENNER, 483 W. MARKET ST., YORK, PENNSYLVANIA.		
Dec. 3-7	NEW YORK CURTAIN & DRAPERY CLUB MARKET WEEK, SHOWROOMS, NEW YORK, N. Y.		
Thursday			
Dec. 20	CHRISTMAS PARTY	ADV. CLUB OF N.J.	NEWARK, NEW JERSEY
	<u>AP.</u> If your firm or your clients make a product which you want publi-		
	cized you should communicate with this club. At their Christmas party		
	each of 750 guests who are leaders in the business, civic and cultural		
	life of New Jersey will receive a gift package; there will also be table		
	prizes and door prizes. For gift packages $6\frac{1}{2}$ gross of each item are		
	desired but 1 gross is acceptable; for table prizes $7\frac{1}{2}$ dozen items are		
	needed but 4 dozen is acceptable; (minimum retail value \$2.50); for door		
	prizes items should have minimum retail value of \$10. Grand prize is		
	a fully-paid 10 day trip to Switzerland via Swissair. Contact: Mr.		
	Harold Friedman, Advertising Club of New Jersey, Room 1603, Military		
	Park Bldg., 60 Park Place, Newark 2, N. J.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Sunday	TWO LECTURE SERIES	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Nov. 4	<u>HF.</u> On Sundays at 3 P.M. distinguished speakers will talk on American		
Going on	Painting, Architecture and Decorative Arts. On Wednesdays at 3 P.M.,		
	Thursdays at 3 P.M. and Fridays at 11 A.M., Stuart M. Shaw will lecture		
	on American Interiors and Furniture. Contact: Lillian Green,		
	TR. 9-5500.		
Wednesday	EXHIBIT OF INTERIORS	AKRON ART INSTITUTE	AKRON, OHIO
Nov. 7-	<u>HF.</u> The opening of this exhibition will be marked by a cocktail party		
Dec. 7	in honor of the press on Nov. 7, at 5 P.M. Contact: Akron Art Institute,		
	69 East Market Street, Akron, Ohio.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>	
<u>MUSEUM, GALLERY &amp; GARDEN NEWS (Cont'd.)</u>				
Thursday Nov. 8- Nov. 10	FLOWER SHOW	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE G. "Flower and Garden Fashions for 1952" is the theme of the fall show. Latest fashions in wearing and arranging flowers and new fall flowers for the garden as well as winter plants will be featured. Hours: Nov. 8, 2 to 10 P.M.; Nov. 9, 10 A.M. to 10 P.M.; Nov. 10, 10 A.M. to 4 P.M. Admission to public, \$1. All profits go to send plants to hospitalized veterans. Contact: R. B. Farnham, PL. 7-0915.	
Tuesday Nov. 13	PRESS PREVIEW	BROOKLYN MUSEUM	EASTERN PARKWAY M. A press preview of "Revolution and Tradition", an exhibition tracing the chief movements in American painting from 1900 to the present will be held on this date and will be open to the public from Nov. 15-Jan. 6. Publicity: John Gordon, NE. 8-5000.	
Tuesday Nov. 20- Dec. 22	CHRISTMAS GIFT EXHIBITION	INSTITUTE OF CONTEMPORARY ART	138 NEWBURY STREET BOSTON, MASS. HF. A large group of Christmas gifts, chosen for their good design qualities by the Institute, comprising more than 200 articles including glassware, china, pottery, silver ware, kitchenware, appliances, fabrics, furniture and toys. Gyorgy Kepes, Professor of Visual Design at the Massachusetts Institute of Technology, has designed an unusual setting for the exhibition. Information as to sources and prices will be available. Contact: Institute of Contemporary Art, 138 Newbury St., Boston, Mass.	
Wednesday Nov. 28- Jan. 27	GOOD DESIGN EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET HF. The best designs in home furnishings selected from the Chicago Merchandise Mart exhibition for 1951 will be on view here. Publicity: Betty Chamberlain, CI. 5-8900.	

#### EDITORIAL REQUIREMENTS

For Ebony, 1820 South Michigan Avenue, Chicago 16, Illinois

This publication is starting a new project and would like to receive advance notices on home furnishings, food and beauty. Glossy pictures and releases should be sent. Address Freda C. DeKnight, Home Service Director.

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HOME FURNISHINGS CALENDAR covers all aspects of the home; building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

**Emma Aubert Cole, Managing Editor**

**Zelda K. Schiller, Circulation Manager**

**Hilda Kassell, Promotion Director**

Alice Kline, Food Editor

HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, \$30;  
six months, \$18; three months, \$10; single copy, \$1.